



Co-funded by the
Erasmus+ Programme
of the European Union

Responsible Students, Responsible Citizens

P3 Logo design and competition

Assignment

Design a logo for the Erasmus+ project *Responsible students, responsible citizens*.

You can start by looking at logos of global organizations (UN, UNICEF, WWF, Amnesty, etc) or of educational organizations. What do they tell about responsibility ? citizenship ? commitment ? How are these words or concepts integrated in the logo ?

Think about the name of the project. What comes to your mind when you say those words ? What image(s) would you use to convey them ?

Think about some text / words you might insert in the logo. Should it be around the image, below or behind ? Test which is the best.

Make a combination of a simple picture / shape and / or a text / letters. Look at it up close and from a distance to make it work as a A4 size poster and as a 2cm large pin.

Choose one or several colors. Different colors have different meanings, e.g. deep blue might be associated with the E.U. But keep in mind that on some occasions, it will be printed in black and white and should not lose any details when not in colour.

Make sure the final logo can be identified easily in any circumstance.
It must be scanned if made by hand. The file should not be more than 3MB.

Competition rules

- **Semi-finals : DEADLINE SET BY YOUR SCHOOL :**

Each school will organise its own competition between the logos created by its students (voting should be as widely open as possible : students involved in the project, but also the other students of the school, the teachers, the rest of the staff, the parents). The winning logo will be sent by email to Lycée Mme De Stael.

- **Final : DEADLINE : files must reach Ingrid Sumner (France) by december 5th midday.**

During the December exchange, in France, posters of each logo that won the local vote will be shown and a final vote will be held to determine the project logo. The voters will be the teachers and students from our partner schools (Spain, Finland and Italy), 2 teachers and 4 students from the Lycée, involved in the project. Voting for your own school's logo is not allowed at this point.